

### **Amendments to the Claims**

This listing of claims replaces all prior versions, and listings, of claims in the application:

#### **Listing of claims**

Claim 1: (previously presented) A method for utilizing an advertisement for a service for accessing the service, the service being relevant to a location to a client device at the location, said method comprising the steps of:

- formatting, outside the client device, unsolicited advertising information from the advertisement into XML elements, the unsolicited advertising information including:
  - service information indicating the purpose of the advertisement;
  - data entry information indicating purchasing options based on the purpose; and
  - contact information containing instructions for enabling the client device to communicate with the service;
- forming an advertising signal containing the unsolicited advertising information;
- propagating the advertising signal from a transmitter to the client device within the location;
- receiving the advertising signal at the client device;
- decoding the advertising signal to extract the unsolicited advertising information;
- displaying the unsolicited advertising information to a user of the client device; and
- determining, by the client device, a response to the advertising signal, based on the unsolicited advertising information.

Claim 2: (cancelled)

Claim 3: (previously presented) The method of claim 1 further comprising the steps of:

- selecting the service based on the unsolicited advertising information and the response;
- communicatively coupling the client device with the selected service as a result of said step of selecting; and

communicating the selection and the response to the selected service.

Claim 4: (previously presented) The method of claim 3 further comprising the step of constructing a user interface for allowing the user to communicate with the client device.

Claim 5: (previously presented) The method of claim 4 further comprising the step of receiving user inputs in response to the unsolicited advertising information.

Claim 6: (previously presented) The method of claim 5 further comprising the step of formatting the user inputs, the response, and a portion of the unsolicited advertising information into a user reply, the user reply for making the user inputs available to the service.

Claim 7: (previously presented) The method of claim 6 wherein the user reply is received at the transmitter.

Claim 8: (previously presented) The method of claim 7 wherein the user reply is received as a wireless signal from the client device.

Claim 9: (previously presented) The method of claim 7 wherein the user reply is received at the transmitter using a communication interface providing electromechanical contact between the client device and the transmitter.

Claim 10: (previously presented) The method of claim 9 further comprising the step of receiving a service response from the transmitter, the service response including executable code for allowing the client device to interact with the service.

Claim 11: (previously presented) The method of claim 6 wherein the user reply is sent directly from the client device to a point-of-presence (POP).

Claim 12: (previously presented) The method of claim 11 wherein the user reply is received over a personal digital assistant (PDA) interface providing electromechanical contact between the client device and the POP.

Claim 13: (previously presented) The method of claim 12 further comprising the step of receiving a service response from the POP, the service response including executable code for allowing the client device to interact with the service.

Claim 14: (previously presented) The method of claim 1 wherein the advertisement is propagated as an optical signal through air.

Claim 15: (previously presented) The method of claim 14 wherein the optical signal has a wavelength in the range of 850 nanometers to 1250 nanometers.

Claim 16: (previously presented) The method of claim 15 wherein the transmitter receives the advertisement over an Internet.

Claim 17: (previously presented) The method of claim 15 wherein the transmitter receives the advertisement over a fiber optic network.

Claim 18: (previously presented) The method of claim 1 wherein the client device is a personal digital assistant (PDA).

Claim 19: (previously presented) A method for conveying unsolicited information comprising the steps of:

- preparing the unsolicited information by a service including:
  - service information indicating the purpose of the information;
  - data entry information indicating purchasing options based on the purpose; and
  - contact information containing instructions for enabling the client device to communicate with the service;

receiving the unsolicited information from the service into a transmitter outside the client device having a link layer;

formatting the unsolicited information in the transmitter for transmission to a client device operating within a context associated with the transmitter; and

conveying the unsolicited information from the transmitter to the client device over a communication medium.

Claim 20: (previously presented) The method of claim 19 wherein the unsolicited information is comprised of an XML element.

Claim 21: (cancelled)

Claim 22: (previously presented) The method of claim 19 wherein the unsolicited information is conveyed from the transmitter as a diffuse infrared signal.

Claim 23: (previously presented) The method of claim 22 wherein the diffuse infrared signal has a wavelength in the range of 850 nanometers to 1250 nanometers.

Claim 24: (previously presented) The method of claim 19 wherein the client device includes a client device physical layer and a client device link layer compatible with the link layer in the transmitter.

Claim 25: (previously presented) A method for interacting with a service provider comprising the steps of:

receiving an unsolicited broadcast message having user-specific service information about a service from a service provider into a client device;

creating, by the client device, an object-oriented service object from the service information;

activating, by the client device, the service object;

receiving, by the client device, user data into the service object;

sending, by the client device, the user data to the service provider;  
receiving, by the client device, service provider data required to utilize the service from the service provider; and  
displaying, by the client device, the service provider data required to utilize the service.

Claim 26: (previously presented) The method of claim 25 further comprising the step of:  
displaying an icon associated with the service object.

Claim 27: (previously presented) The method of claim 25 wherein the service provider data is displayed using a plug-in cooperatively associated with the service information.

Claim 28: (previously presented) The method of claim 27 wherein the plug-in further includes information about a preference of the user.

Claim 29: (previously presented) A method of utilizing executable code in a transmitter for providing an advertisement to a client device, said method comprising the steps of:  
receiving the advertisement by the executable code in the transmitter from a service provider about a service offered by the service provider;  
formatting the advertisement by the executable code in the transmitter for transmission to the client device operating within a coverage area of the transmitter; and  
conveying the advertisement by the executable code in the transmitter from the transmitter to the client device over a communication medium.

Claim 30: (previously presented) The method of claim 29 wherein the advertisement is comprised of an XML element.

Claim 31: (previously presented) The method of claim 30 wherein the advertisement further comprises:

service information enabling a user of the client device to make a decision about the service provider, the decision being based on the service information;

data entry information informing the user about utilizing a service offered by the service provider; and

contact information containing instructions for enabling the client device to communicate with the service provider.

Claim 32: (previously presented) The method of claim 29 wherein the advertisement is conveyed from the transmitter as a diffuse infrared signal.

Claim 33: (previously presented) The method of claim 32 wherein the diffuse infrared signal has a wavelength in the range of 850 nanometers to 1250 nanometers.

Claim 34: (previously presented) The method of claim 33 wherein the diffuse infrared signal is generated by modulating an electric light.

Claim 35: (previously presented) A method of utilizing executable code in a client device receiving an unsolicited, formatted advertisement from a transmitter located outside the client device, said method comprising the steps of:

receiving the unsolicited, formatted advertisement from an infrared communication signal conveyed from the transmitter, wherein the transmitter formatted the advertisement, and arriving at a communication interface associated with the client device, the unsolicited, formatted advertisement containing at least a portion of a service offered by a service provider;

decoding, by the client device, the unsolicited, formatted advertisement to extract information contained therein;

relating, by the client device, the information to user-specific data in the client device; and

displaying, by the client device, the information related to the user-specific data to a user of the client device.

Claim 36: (previously presented) The method of claim 35 wherein said unsolicited, formatted advertisement is comprised of an XML element.

Claim 37: (previously presented) The method of claim 36 wherein the unsolicited, formatted advertisement further comprises:

service information enabling the user to make a decision about the service, the decision based on the service information;

data entry information informing the user about utilizing the service; and

contact information containing instructions enabling the client device to communicate with the service provider.

Claim 38: (previously presented) The method of claim 37 wherein the transmitter includes an emitter link layer.

Claim 39: (previously presented) The method of claim 38 wherein the client includes a client device link layer.

Claim 40: (previously presented) The method of claim 39 wherein the emitter link layer is compatible with the client device link layer.

Claim 41: (previously presented) The method of claim 40 wherein the information about the service is displayed to the user if the client device is running a plug-in cooperatively associated with the service.

Claim 42: (previously presented) The method of claim 41 wherein the plug-in further comprises information about a preference of the user.

Claim 43: (previously presented) The method of claim 25 further comprising the steps of:  
displaying the service provider data on a wearable device; and  
receiving user data from eye movement.

Claim 44: (previously presented) The method of claim 25 further comprising the steps of:

displaying the service provider data on a device mounted in a vehicle; and  
receiving information pertaining to the location of the vehicle through an IR  
communication interface.

Claim 45: (previously presented) The method of claim 19 wherein the unsolicited information is conveyed from the transmitter as a radio frequency (RF) signal.

Claim 46: (withdrawn) A system for enabling electronically-controlled interaction between a service provider and a client device comprising:

- a service provider capable of providing information about a service;
- a controller capable of receiving said information, said controller capable of parsing said information into XML elements forming formatted information, said controller capable of transmitting said formatted information;
- an emitter communicatively coupled with said controller, said emitter capable of receiving said formatted information, said emitter capable of further formatting said formatted information to form location-dependent information, said emitter capable of broadcasting said location-dependent information to a defined geographic area;
- a client device communicatively coupled with said emitter while in the defined geographic area, said client device capable of receiving, parsing, processing, and displaying said location-dependent information, said client device capable of identifying said service from said location-dependent information and automatically performing a user-specific action related to said service, said client device capable of receiving user-specific data related to said user-specific action and transmitting said user-specific data to said service provider; and
- a network capable of communicatively coupling said service provider with said controller.